

TIKTOK: PLATFORM, TALENT INCUBATOR AND MARKETING POWERHOUSE

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TikTok has revolutionised content creation, marketing and talent discovery. More than just a video app, it has become a launchpad for microcelebrities, a recruitment tool for talent agencies and a commercial engine driving viral advertising campaigns like #TikTokMadeMeBuyIt. By democratising influence, TikTok enables creators with niche talents to find and build tight-knit online communities.

Its recommendation algorithm drives engagement, connecting users with hyper-targeted content and fostering deep user-platform loyalty. Brands now tap into TikTok's massive, tech-savvy audience to promote products with a level of authenticity traditional advertisements cannot match. However, TikTok's algorithmic efficiency comes at a cultural cost—it favours performative expressiveness over musical depth, often sidelining lyrical meaning, vocal quality and traditional artistry in favour of instant virality. In short, TikTok is not just shaping trends—it is reshaping how culture, commerce and community intersect in the digital age.

(Click on the link to read the above in [Chinese](#), [French](#) and [Spanish](#))

Chinese:

TikTok: 平台、人才孵化器和营销引擎

TikTok 代表着内容创作的民主化，让影响者、内容创作者和用户都能参与其中。作为一种营销和人才招聘模式，TikTok 催生了一个全新的娱乐和营销平台，吸引了各大艺人经纪公司通过视频搜索 TikTok 网红。TikTok 还鼓励私营部门利用其平台上的歌曲/音乐内容进行商业广告宣传，以吸引其庞大的网民消费。这催生了诸如 #TikTokMadeMeBuyIt 之类的潮人口号。事实上，许多公司利用该平台与精通科技的年轻群体建立联系。“一切始于 TikTok”推广超级明星，网络微红人或许能获得 15 分钟的名气，但拥有特定利基才能、面向特定用户/受众群体的 TikTokers 则可能形成一个志同道合的社群，共同维护彼此的共同利益。从这个意义上讲，TikTok 拥有多重身份：产品推广者、个人与社群的连接者、展示演艺人才的线上平台、以及发掘人才的平台。TikTok 的算法高级推荐系统能够检测用户对其平台上短视频的偏好，但它也通过强调歌曲的表现力，而非歌词、旋律、内涵、演唱能力等传统好歌标准，将音乐艺术形式扁平化。

French:

TIKTOK: UNE PLATEFORME, UN INCUBATEUR DE TALENTS ET UNE PUISSANCE MARKETING

TikTok a révolutionné la création de contenu, le marketing et la découverte de talents. Bien plus qu'une simple application de vidéos, elle est devenue un tremplin pour les micro-célébrités, un outil de recrutement pour les agences de talents et un moteur commercial propulsant des campagnes publicitaires virales comme #TikTokMadeMeBuyIt. En démocratisant l'influence, TikTok permet aux créateurs talentueux de trouver et de fédérer des communautés en ligne.

Son algorithme de recommandation stimule l'implication des utilisateurs, en les connectant à des contenus hyper-ciblés et en favorisant une fidélité profonde à la plateforme. Désormais, les marques exploitent l'immense audience technophile de TikTok pour promouvoir leurs produits avec un niveau d'authenticité que les publicités traditionnelles ne peuvent égaler. Cependant, l'efficacité algorithmique de TikTok a un coût culturel : elle privilégie l'expressivité performative au détriment de la profondeur musicale. Elle relègue ainsi souvent au second plan la signification des paroles, la qualité vocale et l'art traditionnel au profit d'une viralité instantanée. En somme, TikTok ne fait pas que façonner les tendances—il redéfinit la manière dont culture, commerce et communauté s'entrecroisent à l'ère du numérique.

Spanish:

TIKTOK: PLATAFORMA, INCUBADORA DE TALENTOS Y POTENCIA DE MARKETING

TikTok ha revolucionado la creación de contenido, el marketing y el descubrimiento de talento. Más que una simple aplicación de videos, se ha convertido en una plataforma de lanzamiento para microcelebridades, una herramienta de reclutamiento para agencias de talentos y un motor comercial que impulsa campañas publicitarias virales como #TikTokMeHizoComprarlo. Al democratizar la influencia, TikTok permite que creadores con talentos de nicho encuentren y construyan comunidades en línea muy unidas.

Su algoritmo de recomendaciones impulsa la participación, conectando a los usuarios con contenido altamente segmentado y fomentando una lealtad profunda hacia la plataforma. Ahora, las marcas aprovechan la enorme audiencia experta en tecnología de TikTok para promocionar productos con un nivel de autenticidad que los anuncios tradicionales no pueden igualar. Sin embargo, la eficiencia algorítmica de TikTok tiene un coste cultural: favorece la expresividad performativa sobre la profundidad musical, a menudo dejando de lado el significado lírico, la calidad vocal y el arte tradicional en favor de la viralidad instantánea. En resumen, TikTok no solo está marcando tendencias: está transformando la forma en que la cultura, el comercio y la comunidad se cruzan en la era digital.

Executive Summary

1. TikTok epitomises the democratisation of content creation, empowering influencers and creators to shape diverse content that extends well beyond its origins in dance routines.
2. The platform encourages users to leverage trending songs and music, enhancing company branding to capture the attention of the TikTok community.
3. TikTok's vast reach, rapid-fire short-form content and highly adaptable algorithm have shifted from brand-driven to consumer-inspired with content producers now racing to keep up with the preferences of the audience.
4. The platform generates interest, particularly niche interests, and rapidly propels growth through algorithmically tracking and nurturing communities of interested fans and dedicated followers, demonstrating that no cultural niche is too obscure to gain traction.
5. Music trends on TikTok often become a powerful earworm that induces viewers/users to locate the track, boosting its popularity on music charts and mirroring the impact seen on platforms like Spotify with viral hits.
6. Marketers realise the value of interactivity between users and brands, often tracking viral online gatherings to capitalise on emerging trends.
7. Macro-level critiques include the app's risks/challenges in terms of privacy, cybersecurity and big data issues, and its influence on the young, issues that have stimulated global debates and regulatory backlash, leading to geopolitical tensions as the West threatens with bans and restrictions.
8. Successive generations of TikTok content providers have designed unique dance moves for specific songs, emulated and personalised by other users with their own styles.

9. The current hit is the Kang Kang Kang TikTok dance, with participants from all walks of life in Japan and Korea as well as Youtubers in the United States.
10. The song conjures up nostalgic images of northern Chinese countryside life experiences, juxtaposed with broader and more universalistic themes, making it relatable and attractive to the masses.